

Station KSL-TV SALT LAKE CITY

Advertiser () LOVE, MIA

Product LOVE/CD4/R

Estimate# C23C29

Buyer Patricia Dome

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/C23C29

Flight Dates 10/23/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () JAMIE ANDRUS

Salesperson Phone# 202-872-1155

Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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9	TU-F	STUDIO 5	11A-12P	:30	10/23-10/26	4	\$55.00	4
Rating: 1.1		Buyline Comment: 1/DAY						
13	M	STUDIO 5	11A-12P	:30	10/29-10/29	1	\$55.00	1
Rating: 1.1								
14	TU-W	NEWS @ NOON	12P-1P	:30	10/23-10/24	2	\$100.00	2
Rating: 2.1		Buyline Comment: 1/DAY						
16	M	NEWS @ NOON	12P-1P	:30	10/29-10/29	1	\$100.00	1
Rating: 2.1								
17	W-F	DAYS OF OUR LIVES	2P-3P	:30	10/24-10/26	3	\$80.00	3
Rating: 1.1		Buyline Comment: 1/DAY						
20	M	DAYS OF OUR LIVES	2P-3P	:30	10/29-10/29	1	\$80.00	1
Rating: 1.1								
21	TU-TH	DR PHIL	3P-4P	:30	10/23-10/25	3	\$50.00	3
Rating: 1.1		Buyline Comment: 1/DAY						
24	M	DR PHIL	3P-4P	:30	10/29-10/29	1	\$50.00	1
Rating: 1.1								
25	SU	SUNDAY EDITION	9A-930A	:30	10/28-10/28	1	\$40.00	1
Rating: 1.7								
26	SU	MUSIC & SPOKEN	930A-10A	:30	10/28-10/28	1	\$175.00	1
Rating: 5.4								

Rep Order#	7907041	Ver#	10	Status	Returned	Traffic Order#	25100	Printed:	10/16/2012 8:59 AM
EC'd	Yes							Last Received:	09/25/2012 10:54 AM
Showing Buylines: All Lines									

3 of 7

Station KSL-TV SALT LAKE CITY

Advertiser () LOVE, MIA

Product	LOVE/CD4/R
100% Pure Love	100%
99% Pure Love	99%
98% Pure Love	98%
97% Pure Love	97%
96% Pure Love	96%
95% Pure Love	95%
94% Pure Love	94%
93% Pure Love	93%
92% Pure Love	92%
91% Pure Love	91%
90% Pure Love	90%
89% Pure Love	89%
88% Pure Love	88%
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10% Pure Love	10%
9% Pure Love	9%
8% Pure Love	8%
7% Pure Love	7%
6% Pure Love	6%
5% Pure Love	5%
4% Pure Love	4%
3% Pure Love	3%
2% Pure Love	2%
1% Pure Love	1%
0% Pure Love	0%

Estimate# C23C29

Buyer Patricia Dome

Phone#

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Agency () SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/C23C29

Agency Contract #	EOA Bidding Office	Flight Dates
10/23/2012 - 10/29/2012		

Hiatus Weeks

STANDARD

Rep Firm

Sales Office

Sales Office (Salesperson) (

Comparison () Small Finance

Salesperson Phone# 202-872-1155

Salesperson FAX# 202-872-1133

#VZ
#Z

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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27	SU	MORMON TIMES	10A-1030A	:30	10/28-10/28	1	\$20.00	1
Rating: 4.3								
28	TU-TH	KATIE	4P-5P	:30	10/23-10/25	3	\$90.00	3
Rating: 2.0								
Buyline Comment: 1/DAY								
31	M	KATIE	4P-5P	:30	10/29-10/29	1	\$90.00	1
Rating: 2.0								
32	TU-F	TODAY	5A-6A	:30	10/23-10/26	4	\$10.00	4
Rating: 0.7								
Buyline Comment: 1/DAY								
36	M	TODAY	5A-6A	:30	10/29-10/29	1	\$10.00	1
Rating: 0.7								
*37	TU-F	TODAY 2	6A-7A	:30	10/23-10/26	4	\$100.00	4
Rating: 2.2								
Buyline Comment: 1/DAY								
Station Remark: V10 4x na, rate to clear \$525								
41	M	TODAY 2	6A-7A	:30	10/29-10/29	1	\$100.00	1
Rating: 2.2								
*42	TU-F	TODAY	7A-8A	:30	10/23-10/26	4	\$250.00	4
Rating: 2.7								
Buyline Comment: 1/DAY								
Station Remark: V10 4x na, rate to clear \$1300								
*46	M	TODAY	7A-8A	:30	10/29-10/29	1	\$250.00	1
Rating: 2.7								
Station Remark: V10 10/29 na, rate to clear \$1300								

Station KSL-TV SALT LAKE CITY Agency () SMART MEDIA GROUP Rep Firm () WASHINGTON
 Advertiser () LOVE, MIA 814 KING ST, SUITE 400 Sales Office () JAMIE ANDRUS
 Product LOVE/CD4/R ALEXANDRIA, VA 22314 Salesperson ()
 Estimate# C23C29 Agency C/P1/P2/E LOVE/ORDR/C23C29 Salesperson Phone# 202-872-1155
 Buyer Patricia Dome Flight Dates 10/23/2012 - 10/29/2012 Salesperson FAX#
 Phone# Hiatus Weeks

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
*80	SU	NEWS	10P-1035P	:30	10/28-10/28	1	\$900.00	1
Rating: 7.3								
Station Remark: V10 1x na, rate to clear \$3000								
*81	F	GAME NIGHT LIVE	630P-7P	:30	10/26-10/26	1	\$120.00	1
Rating: 2.4								
Station Remark: V10 1x na, rate to clear \$800								
82	SA	GAME NIGHT LIVE	630P-7P	:30	10/27-10/27	1	\$30.00	1
Rating: 2.9								
83	M	REVOLUTION	9P-10P	:30	10/29-10/29	1	\$600.00	1
Rating: 4.3								
*84	TU	THE VOICE	7P-8P	:30	10/23-10/23	1	\$850.00	1
Rating: 5.3								
Station Remark: V10 1x na, rate to clear \$6500								
85	W	CHICAGO FIRE	9P-10P	:30	10/24-10/24	1	\$400.00	1
Rating: 6.1								
86	F	WHITNEY/COMM	7P-8P	:30	10/26-10/26	1	\$550.00	1
Rating: 5.8								
*87	SU	SUNDAY NIGHT FB	615P-930P	:30	10/28-10/28	1	\$1,000.00	1
Rating: 5.7								
Station Remark: V10 1x na, rate to clear \$5200								

---REPORT TOTALS---
 Report Totals: 87 / \$16,315.00

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 Advertiser () LOVE, MIA 814 KING ST, SUITE 400 Sales Office () WASHINGTON
 Product LOVE/CD4/R ALEXANDRIA, VA 22314 Salesperson () JAMIE ANDRUS
 Estimate# C23C29 Agency C/P1/P2/E LOVE/ORDR/C23C29 Salesperson Phone# 202-872-1155
 Buyer Patricia Dome Flight Dates 10/23/2012 - 10/29/2012 Salesperson FAX#
 Phone# Hiatus Weeks
 Fax#

---SALES MONTHLY TOTALS---

Oct 12: 70 / \$13,270.00 Nov 12: 17 / \$3,045.00
 Sales Totals: 87 / \$16,315.00
 Station Totals: 87 / \$16,315.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$81,575	CABL 0%	KJZZ 0%	KSL 20%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	NSL 0%	UNKN 80%	

Books null
 Demos RA35+